

SUPPLEMENT TO CONTRACT FOR  
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 243275

1. THE NAME OF THE CANDIDATE IS: Bagdanoff, Gardner, Gaetz
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF FL St Senate in  
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS  
RPDF 3 PACK (Bagdanoff, Gardner, Gaetz)
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS  
Jeff Howell
5. THE CONTACT PERSON FOR THE PURCHASER IS:  
Marianne Campbell  
Name  
  
\_\_\_\_\_  
Address  
  
203 966-9757  
Phone Number
6. THE TOP OFFICERS\* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:  
Jeff Howell - Treas  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* The Treasurer is often the only top officer of a Candidate Committee.



WPLG

# ORDER

Print Date 10/30/12

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Flight Dates 10/31/12-11/06/12

Contract / Revision 263275 /

Original Date / Revision 10/29/12 10/29/12

Advertiser POL/RPOF 3 PACK//R/STR/F

Agency McLaughlin & Associates

Buying Contact

566 South  
Route 303  
Blauvelt, NY 10913

Product  
RPOF 3PACK

Agency Com 15%

Billing Contact  
566 South  
Route 303  
Blauvelt, NY 10913

Sales Office DC  
Sales Region NAT  
Agency Ref

Order Sep 00:15:00

Estimate # 652

Alt Order # 06400033

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL GEN

Product Codes PL-Candidate

Priority P-2

Advertiser Ref

Primary Account Executive  
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 35% Market Value 257000

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	30%	77100
WPXM	%	0
WSVN	24%	61680
WTVJ	11%	28270

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	90	\$76,457.50	\$89,950.00	0.00	10/29/12	11/06/12	90	\$76,457.50	\$89,950.00
Totals	90	\$76,457.50	\$89,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPLG	11/05/12	11/06/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-7:00 AM)	MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$750.00		0.00			
E 2	WPLG	10/31/12	11/02/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-7:00 AM)	--WTF--	:30	6	\$750.00	P-2	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		6				\$750.00		0.00			
E 3	WPLG	11/05/12	11/06/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-9:00 AM)	MT-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$1,000.00		0.00			
E 4	WPLG	10/31/12	11/02/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-9:00 AM)	--WTF--	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		6				\$1,000.00		0.00			
E 5	WPLG	11/05/12	11/06/12		CM	9-10a	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00



WPLG

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Contract / Revision **263275** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **POL/RPOF 3 PACK//R/STR/** Product **RPOF 3PACK**

Estimate # **652**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 9a Live/Kelly Live With Kelly														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----					2	\$600.00		0.00		
E 6	WPLG	10/31/12	11/02/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-10:00 AM)	--WTF--	:30	6	\$600.00	P-2	0.00 NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					6	\$600.00		0.00		
E 7	WPLG	10/31/12	11/02/12	M-F 11a The View M-F The View	CM	11-12n (11:00 AM-12:00 PM)	--WTF--	:30	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					2	\$1,200.00		0.00		
E 8	WPLG	11/05/12	11/06/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM	MT-----	:30	2	\$600.00	P-2	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----					2	\$600.00		0.00		
E 9	WPLG	10/31/12	11/02/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-1:00 PM)	--WTF--	:30	6	\$600.00	P-2	0.00 NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					6	\$600.00		0.00		
E 10	WPLG	11/05/12	11/06/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:00 PM-5:00 PM)	MT-----	:30	2	\$800.00	P-2	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----					2	\$800.00		0.00		
E 11	WPLG	10/31/12	11/02/12	M-F 4p Dr Oz Dr Oz	CM	4-5p	--WTF--	:30	6	\$800.00	P-2	0.00 NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					6	\$800.00		0.00		
E 12	WPLG	11/05/12	11/06/12	M-F 5p LCL News Local 5p News	CM	5-6p	MT-----	:30	2	\$750.00	P-2	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----					2	\$750.00		0.00		
E 13	WPLG	10/31/12	11/02/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-6:00 PM)	--WTF--	:30	6	\$750.00	P-2	0.00 NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					6	\$750.00		0.00		
E 14	WPLG	11/05/12	11/06/12	M-F 6p LCL News M-F Local News	CM	6-630pm (6:00 PM-6:30 PM)	MT-----	:30	1	\$1,300.00	P-2	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----					1	\$1,300.00		0.00		
E 15	WPLG	10/31/12	11/02/12	M-F 6p LCL News M-F Local News	CM	6-630pm (6:00 PM-6:30 PM)	--WTF--	:30	3	\$1,300.00	P-2	0.00 NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					3	\$1,300.00		0.00		
E 16	WPLG	11/05/12	11/06/12	M-F 7p Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----					1	\$2,000.00		0.00		
E 17	WPLG	10/31/12	11/02/12	M-F 7p Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm (7:00 PM-7:30 PM)	--WTF--	:30	3	\$2,000.00	P-2	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Contract / Revision **263275** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **POL/RPOF 3 PACK//R/STR/** Product **RPOF 3PACK**

Estimate # **652**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 17	WPLG	10/31/12	11/02/12	M-F 7p Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm (7:00 PM-7:30 PM)	--WTF--	:30	3	\$2,000.00	P-2	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--		3				\$2,000.00		0.00		
E 18	WPLG	11/05/12	11/06/12	M-F 730p Jeopardy M-F Jeopardy	CM	730-8pm	MT-----	:30	1	\$2,500.00	P-2	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----		1				\$2,500.00		0.00		
E 19	WPLG	10/31/12	11/02/12	M-F 730p Jeopardy M-F Jeopardy	CM	730-8pm (7:30 PM-8:00 PM)	--WTF--	:30	3	\$2,500.00	P-2	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--		3				\$2,500.00		0.00		
E 20	WPLG	11/05/12	11/06/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	MT-----	:30	1	\$2,500.00	P-2	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----		1				\$2,500.00		0.00		
E 21	WPLG	10/31/12	11/02/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P (11:00 PM-11:30 PM)	--WTF--	:30	3	\$2,500.00	P-2	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--		3				\$2,500.00		0.00		
E 22	WPLG	11/05/12	11/06/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:30 PM-12:00 XM)	MT-----	:30	1	\$950.00	P-2	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----		1				\$950.00		0.00		
E 23	WPLG	10/31/12	11/02/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:30 PM-12:00 XM)	--WTF--	:30	3	\$950.00	P-2	0.00 NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--		3				\$950.00		0.00		
E 24	WPLG	11/03/12	11/03/12	6AM-Sat LCL 10 News Local 10 News Sat @	CM	6-7am	-----1-	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-		1				\$400.00		0.00		
E 25	WPLG	11/03/12	11/03/12	7AM-Sat LCL 10 News Local 10 News Sat @	CM	7-8am	-----2-	:30	2	\$600.00	P-2	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----2-		2				\$600.00		0.00		
E 26	WPLG	11/03/12	11/03/12	Sa GMA Sat/Good Morning Ame	CM	8-9am	-----1-	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-		1				\$1,000.00		0.00		
E 27	WPLG	11/03/12	11/03/12	9AM-Sat LCL 10 News Local 10 News Saturd	CM	9-10:30am	-----3-	:30	3	\$750.00	P-2	0.00 NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----3-		3				\$750.00		0.00		
E 28	WPLG	11/03/12	11/03/12	Sat 7p Wheel of Fortune Sat. Wheel of Fortun	CM	7-730PM (7:00 PM-7:30 PM)	-----1-	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-		1				\$700.00		0.00		
E 29	WPLG	11/03/12	11/03/12	Sat 730p Jeopardy Sat. Jeopardy	CM	730-8PM (7:30 PM-8:00 PM)	-----1-	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		



WPLG

Print Date: 10/30/12

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Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **POL/RPOF 3 PACK//R/STR/** Product **RPOF 3PACK**

Estimate # **652**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 29	WPLG	11/03/12	11/03/12	Sat 730p Jeopardy	CM	730-8PM	-----1-	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
				Sat. Jeopardy	(7:30 PM-8:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-		1			\$700.00		0.00			
E 30	WPLG	11/04/12	11/04/12	6AM-Sun LCL 10 News	CM	6-7am	-----1	:30	1	\$300.00	P-2	0.00 NM	1	\$300.00
				Local 10 News Sunday										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1		1			\$300.00		0.00			
E 31	WPLG	11/04/12	11/04/12	7a-Sun LCL 10 News	CM	7-8am	-----2	:30	2	\$500.00	P-2	0.00 NM	2	\$1,000.00
				Local 10 News Sunday										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2		2			\$500.00		0.00			
E 32	WPLG	11/04/12	11/04/12	Su GMA	CM	8-9am	-----2	:30	2	\$1,000.00	P-2	0.00 NM	2	\$2,000.00
				Su GMA										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2		2			\$1,000.00		0.00			
E 33	WPLG	11/04/12	11/04/12	9a-Sun LCL 10 News	CM	9-1030am	-----2	:30	2	\$600.00	P-2	0.00 NM	2	\$1,200.00
				9a-Sun LCL 10 News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2		2			\$600.00		0.00			
E 34	WPLG	11/04/12	11/04/12	This Week (ABC)	CM	1030-1130am	-----1	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00
				This Week (ABC)	(10:30 AM-11:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1		1			\$900.00		0.00			
E 35	WPLG	11/04/12	11/04/12	TWISF/Michael Putney	CM	1130a-1230p	-----1	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
				This Week in South F	(11:30 AM-12:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1		1			\$500.00		0.00			
E 36	WPLG	11/04/12	11/04/12	Su Wknd Early News	CM	various	-----1	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
				Sunday Weekend Early										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1		1			\$800.00		0.00			
E 37	WPLG	11/04/12	11/04/12	SUN 11-1130P	CM	11-1135P	-----1	:30	1	\$1,600.00	P-2	0.00 NM	1	\$1,600.00
				SUN 11-1135P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1		1			\$1,600.00		0.00			
												Totals	90	\$89,950.00